

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 2 of 2

Complete if Known

Application Number	Not Yet Assigned
Filing Date	October 1, 2003
First Named Inventor	Brian Shield
Group Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned
Attorney Docket Number	W2100/280782

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
MA		NIELSEN MEDIA RESEARCH: "About Nielsen Media Research," September 15, 2003, pp. 1-3, www.nielsenmedia.com/about_us.html	
MA		NIELSEN MEDIA RESEARCH: "Directory of ZIP Codes by Local Markets," October 1, 2003, p. 1, www.nielsenmedia.com/reports_available/directory_of_zip_codes_by_local_market/zipsbydma.html	
MA		GREATDATA.COM: "Nielsen DMA Codes," September 17, 2003, p. 1, www.softwaretools.com/nielsendmacodes.php	
MA		ERIC ROTHENBUHLER: "Market," September 17, 2003, pp.1-2, www.museum.tv/archives/etv/M/html/M/market.htm	

Examiner
Signature

/Mohammad Ali/

Date
Considered

06/07/2006

* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

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